Antecedents and Consequence of Playing eSports

Woo Yung (William) Jang, Indiana University,
Kevin K. Byon (Advisor), Indiana University

Marketing
Student Research Competition Finalist
Abstract 2018-341

The purpose of this study is to examine the antecedents and consequence associated with playing eSports games. The current study presents a conceptual model by identifying six determinants and behavioral consequence linking to playing eSports games, tailoring the model to an eSports consumption context. Grounded in the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2; Venkatesh, Thong, & Xu, 2012) was the theoretical guideline, the conceptual framework detailing the critical antecedents and consequence associated with playing eSports games is tested with data (N=348) that were collected from eSports consumers at two points in time, six months apart via a within-subjects design. Structural equation modeling revealed that the four determinants (i.e., hedonic motivation, price value, effort expectancy, and flow) were found to predict playing intention of eSports games. Through bootstrap procedure, we also verified a significant sequential relationship among eSports consumption constructs of playing intention of eSports games, playing eSports games, and media consumption of eSports events. The theoretical and practical implications of these results are discussed.